E-Commerce Definition

E-commerce is the activity that involves the buying, selling, and trading of goods and services through electronic communication networks.

Electronic commerce is commonly referred to as online commerce, web commerce, or E-business.

This is an era of e-commerce. E-commerce is referred to the widespread usage of online business activity for products and services. E-commerce is refers to business activity like selling and funding of products:

- **B2B**: Business to business
- **B2C**: Business to consumer
- **B2G**: Business to government
- **C2C**: Consumer to consumer

Component of e-commerce:

Transaction, Sell, Goun, Transaction, Buy

Advantages:

1. It enables the individual to reach global markets.
2. It enables governments to allow easier access to a global market.
3. It enables firms to allow network marketing.
4. E-commerce reduces the barriers of global trading.
5. E-commerce make mass customization possible.
6. E-commerce provide cost reduction.